

New iMac G5, iPod Video, iTunes 6 SteveNote California Theatre, San Jose CA 10.12.05

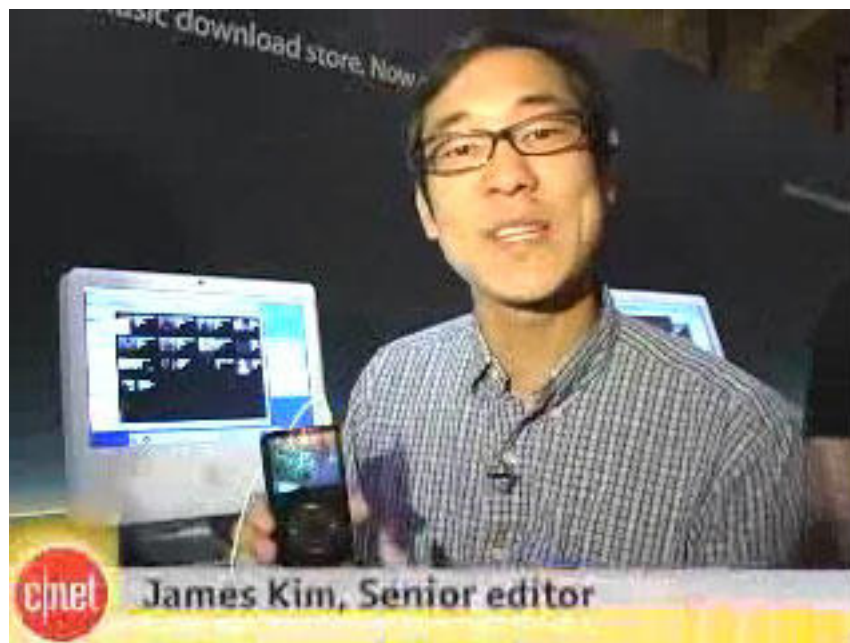
[PDF created by Taylor Barcroft of FutureMedia.org](#)



[Read Lev Grossman's October 24 TIME Magazine Cover Story "HOW APPLE DOES IT" by clicking here or on the image](#)



[Watch the SteveNote in QuickTime Player by clicking here or on the image](#)



[Watch James Kim, Senior Editor of CNET, First Look at iPod, iMac and iTunes Videos by clicking here or on the image](#)

- iMac as Remote Controlled Media Player, Video Conference Node, Media Creator
- iPod as Portable Multimedia Player of Audio and Video
- iTunes 6 as Multimedia Delivery Vehicle for RSS Feeds, Library Organizer-Manager
- iTunes Media Store as the Place To Buy New Media, Get Free Media, Subscribe to Free Audio and Video Podcasts

0:40 Act I - iMac

Third Generation iMac introduced a year ago sold over 1 million in first year.

All-New iMac G5

- A great computer gets even better
- 1:50 - 1. [Even Thinner Design](#)
- 2:20 - 2. [iSight videocam built-in \(better quality-higher specs\), Video Conferencing Out Of The Box + PhotoBooth](#)
- 3:50 Demo
- 4:00 Video Conferencing Out Of The Box
- 5:30 PhotoBooth - awesome effects. Takes stills from the camera with a flash of white screen for light.
- 8:35 3. [Front Row with Simple 6 Button Remote Control - vs. 44 buttons on regular remotes](#). Enjoy Music, photos & video from your sofa.
- 9:33 Demo. Listen to Music, Watch Photo Slideshows, DVDs & Videos via remote.
- 13:35 [Video Podcasts](#), Tiki Bar, Rocketboom in the menu
- 14:30 Movie Trailers Built-In automatically streamed from Apple servers
- 19:10 - 4. [ATI Radeon X600 Pro \(XT on 20" model\) 128 MB DDR Video RAM, PCI Express Graphics Bus](#)
- 5. [PC2-4200 \(533 MHz\) DDR2 SDRAM 512MB on motherboard 1 empty expansion slot up to 2.5 GB capacity with one \\$1200 Apple 2 GB stick \(street \\$400\), 8x DL SuperDrive, Airport Extreme, Bluetooth 2, Mighty Mouse - Technical Specifications](#)
- Expansion Ports are now in a horizontal row near bottom left rear (rear view).
- 6. [Complete Creative Digital Life and Productivity Software Suites Included](#)
- 19:55 - 17" 1440 x 900 @ 1.9 GHz PPC G5, 633 GHz Front Side Bus, 160 GB SATA \$1299 - same as old model
- 20" 1680 x 1050 @ 2.1 GHz PPC G5, 700 GHz Front Side Bus, 250 GB SATA \$1699 - \$100 less than the old model
- Shipping Today

20:50 Act II - [iPod](#)

- Almost 30 Million iPods Shipped as of September 24, 2005, end of last fiscal quarter
- 75% Market Share of all mp3 players
- Introduced iPod nano 5 weeks ago today. Sold over 1 Million in first 17 days. Demand exceeds supply.
- 21:50 Critical Acclaim
- 22:30 "But what about the white iPod? It's been a huge success for us. And therefore it's time to replace it. Today we are announcing the new white iPod. As we head into the holiday season. And it's a stunner."

New iPod Video

- 22:55 "And yes it does video."
- 1. [The Best Music Player We've Ever Made. Audio Books - Features](#)
- 2. Photos Best Ever, bigger better screen to see them all better
- 3. Extras - see up to 4 clocks at once, calendars, games, Stopwatch with lap timer, Screen Lock
- 4. And Now Video
- 5. [2.5 inch TFT, 320 x 240, 260k colors, H.264 at 30 fps, MPEG 4 at 30 fps, TV out - Specs](#)
- Recap - Music, Audio Books, Photos, Podcasts - both spoken word and video, Home Movies, Music Videos and a whole lot more.
- 27:00 30 GB is 31% thinner than the old 20 gb model. White or Black w/Case, 7.5k songs, 12.5k photos, 75 hrs video \$299
- 27:15 60 GB is 12% thinner than the old 20 gb model. White or Black w/Case, 15k songs, 25k photos, 150 hrs video \$399
- 28:00 Box Shot
- Shipping Now
- 28:35 Strongest Holiday Lineup Ever
- iPod nano, new iPod, new iMac
- 29:05 new iPod ad - Bono U2 singing on the iPod screen
- 31:20 new Silhouette iPod + iTunes ad - Eminem, Curtain Call - The Hits
- Outdoor Bus Stop and Billboard ads
- [Accessories](#)
- [Car Integration](#)
- [iPod + iTunes Auto-Sync](#)

33:30 Act III - iTunes

- Over 200 Million copies distributed worldwide
- 84% Marketshare last month for all legally downloaded music
- iTunes 5 introduced September 7, 2005 - Just 5 Weeks Ago

New iTunes 6

- Four New Features
- 34:35 - 1. [Gifting - the ability to give someone songs, albums, playlists & videos](#)
- 35:18 - 2. Customer Reviews - 10 Million accounts get a voice to write reviews
- 35:50 - 3. Just for You - personalized recommendations based on your purchase history. Beta with feedback button
- 36:38 - 4. [Video for sale, over 2000 Music Videos, 6 Pixar Shorts @ \\$1.99](#)
- Downloading video specs - 320 x 240, size of about 6 songs

- FairPlay
- DRM play on up to 5 computers
- Play on unlimited number of iPods
- No CD or DVD burning allowed
- but you own it, no rental fees, never times out.
- 39:00 Demo
- 39:20 Gifting is the most requested feature, customer reviews, Just For You
- 40:25
- Music Video section
- FatBoy Slim - Weapon of Choice
- Madonna - Vogue
- U2 - Original of the Species
- Front Row on the new iMac, Playing Music Videos
- Playing music, photos and videos on big screen from iPod
- 47:30 One More Thing...
- TV Shows ABC & Disney - 5 Shows - [Lost](#), [Desperate Housewives](#), [Night Stalker](#), [The Sweet Life of Zack & Cody](#) and [That's So Raven](#), Ad Free @ \$1.99 1 show (43 min) = 5 albums download size
- Old Episodes plus new ones the day after airing
- 51:45 Demo
- Desperate Housewives (DH) from last Sunday
- Free Previews every episode
- Plays DH on the iMac full screen and it looks great, but not 16 x 9 HD widescreen aspect ratio
- SD 4 x 3 Versions only

54:55 [Robert Iger CEO Disney](#) - "Great Content intersects with Great Technology" Ann Sweeney deserves credit for making this happen. 59:10

- 59:50 Steve sums up. Notes this historical moment, October 12, 2005, when Video is added to the iTunes Music Store and iPod.
- 1:02:00 Congratulates all the Apple employees who have made this happen

1:03:00 Encore

- born 1961 New Orleans, 35 albums 9 grammys, Pulitzer Prize winner [Winton Marsalis performs](#)

Appendix - NYC October 19, 2005

- [New PowerBooks with higher resolution screens with PCI Express video and up to 16 GB ram](#)
- [New dual-core PowerMac G5 Dual and PowerMac G5 Quad](#)
- [PCI Express Graphics Cards](#)
- [Aperture RAW Photo Editor](#)